

Message Text

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ACTION COME-00

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R 210636Z APR 78
FM AMEMBASSY ATHENS
TO SECSTATE WASHDC 5540

UNCLAS SECTION 1 OF 5 ATHENS 3355

E.O. 11652: N/A
TAGS: BEXP, GR
SUBJ: FY1979 COUNTRY COMMERCIAL PROGRAM (CCP) FOR GREECE

REF (A) STATE 69588; (B) ATHENS 1924

1. AS REQUESTED IN REFTEL (A) WE ARE SUBMITTING BY TELEGRAM
THE POST'S DRAFT OF SECTIONS I, III, AND IV OF THE FY-79 CCP
FOR GREECE.

2. SECTION I - OVERVIEW

A. GREECE ENJOYS A MILDLY EXPANDING ECONOMY SHOWING A
REAL GNP GROWTH RATE OF 4.2 PERCENT FOR 1977. ITS MOST
PRESSING ECONOMIC PROBLEMS ARE INFLATION AND LAGGING INVEST-
MENT BOTH OF WHICH ARE OF KEEN CONCERN TO THE GREEK GOVERNMENT.
U.S. EXPORTS TO GREECE IN 1977 ARE EXPECTED TO REMAIN AT AN
ANNUAL RATE OF APPROXIMATELY \$400 MILLION REFLECTING A DROP IN
THE U.S. MARKET SHARE FROM 7.6 PERCENT IN 1976 TO 6.3 PERCENT
IN 1977(GREEK STATISTICS BASED ON THE FIRST TEN MONTH PERIOD
FOR BOTH YEARS). THE OUTLOOK FOR U.S. SALES IN 1978 AND
1979 IS GOOD PARTICULARLY SINCE THE DEPRECIATION OF THE
DOLLAR RELATIVE TO THE CURRENCIES OF GREECE'S OTHER MAJOR
TRADING PARTNERS WILL MAKE U.S. PRODUCTS MORE COMPETITIVE.
GREECE'S FORTHCOMING FULL MEMBERSHIP IN THE EC, AND ITS CONTINUING
GROWTH A REGIONAL CENTER FOR U.S. BUSINESS, SERVE TO INCREASE
THE SIGNIFICANCE AND POTENTIAL OF THE GREEK MARKET.

B. THE PRINCIPAL ECONOMIC/COMMERCIAL GOALS OF THE
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UNITED STATES GOVERNMENT ARE TO: (1) INCREASE U.S. EXPORTS
TO GREECE AND THUS CAPTURE A GREATER SHARE OF THE GREEK
MARKET; (2) MAINTAIN A FAVORABLE CLIMATE FOR U.S. INVEST-
MENT, TRADE, AND ECONOMIC/COMMERCIAL ENDEAVORS IN GENERAL;
(3) TAKE ADVANTAGE OF EXPANDED MARKET OPPORTUNITIES
PROVIDED BY GREEK ENTRY INTO THE EC; AND (4) ENCOURAGE
AND SUPPORT U.S. FIRMS DOING BUSINESS IN THE MIDDLE EAST

THROUGH REGIONAL HEADQUARTERS IN ATHENS. IN KEEPING WITH OUR OVERALL EFFORTS TO EASE TENSIONS IN THE EASTERN MEDITERRANEAN WE WILL WATCH FOR OPPORTUNITIES TO ENCOURAGE REGIONAL ECONOMIC COOPERATION.

C. THE GREEKS ARE KEENLY INTERESTED IN MODERNIZING THEIR ECONOMY WITH AN EYE TOWARD BRINGING GREECE INTO A BETTER ALIGNMENT WITH THE MORE ADVANCED EC COUNTRIES. U.S. COMMERCIAL OBJECTIVES, THEREFORE, GIVE PRIMARY IMPORTANCE TO THE PROMOTION OF AMERICAN PRODUCTS IN SEVERAL FIELDS INCLUDING: MODERN COMMUNICATIONS EQUIPMENT AND SYSTEMS; MINING EQUIPMENT; POLLUTION CONTROL EQUIPMENT; TEXTILE MACHINERY; FOOD PROCESSING AND PACKAGING EQUIPMENT; AND AVIATION AND AVIONICS EQUIPMENT. IN ADDITION WE NOTE A GROWING POTENTIAL FOR THE SALE OF US AGRICULTURAL EQUIPMENT AND AGRI-BUSINESS ACTIVITIES IN GENERAL.

3. CAMPAIGNS

A. CAMPAIGN NUMBER 1 - "COMMUNICATIOS EQUIPMENT AND SYSTEMS"

(1) OBJECTIVE AND RATIONALE: GREECE IS EAGER TO MODERNIZE AND EXPAND ITS TELEPHONE, TELGRAPH AND TELEX FACILITIES AND PRELIMINARY MARKET RESEARCH SOUNDINGS INDICATE THAT THE TELECOMMUNICATIONS MARKET WILL INCREASE AT AN AVERAGE ANNUAL RATE OF 10 PERCENT OVER THE NEXT SEVEN YEARS. WE CAN ANTICIPATE KEENER COMPETITION FROM WEST
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EUROPEAN COUNTRIES AS GREECE MOVES CLOSER TO FULL EC MEMBERSHIP. A CONCERTED EFFORT BY THE EMBASSY, COUPLED WITH ACTIVE MOVES BY U.S. FIRMS TO OFFER BETTER QUALITY AND PRICE COMPETITIVE PRODUCTS SHOULD HAVE A POSITIVE IMPACT.

(2) CAMPAIGN ACTIONS

CUMULATIVE MILESTONES

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31 31 30 30

(A) THE EMBASSY WILL X
REVIEW AND SUBMIT A MARKET
SURVEY ON TELECOMMUNICATIONS
EQUIPMENT PREPARED BY ICAP
HELLAS, A PRIVATE MARKET
RESEARCH COMPANY.

(B) CAREFULLY FOLLOW AND X X
PERIODICALLY REPORT GREEK
GOVERNMENT TELECOMMUNICATIONS
EQUIPMENT PROCUREMENT PLANS.

(C) VISIT OFFICIALS AT THE 2 4 6 8
GREEK TELEPHONE AND TELE-
GRAPH ORGANIZATION (OTE)
AND THE HELLENIC RAILWAYS

ORGANIZATION AT LEAST TWICCE
PER QUARTER TO ACQUIRE AND
REPORT ADVANCE INFORMATION
ON NEW PROJECT.

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B. CAMPAIGN NUMBER 2 - "MINING EQUIPMENT"

(1) OBJECTIVE AND RATIONALE: THE GREEK GOVERNMENT
HAS LAUNCHED A PRIORITY PROGRAM FOR THE RAPID EXPLORATION
AND DEVELOPMENT OF GREECE'S MINERAL WEALTH. THE
PROGRAM IS DESIGNED TO SUPPORT THE DEVELOPMENT OF AN
INTEGRATED MINERAL INDUSTRY TO EASE GREECE'S DEPENDENCE
ON IMPORTS AND TO INCREASE THE COUNTRY'S EXPORT POTENTIAL.
GREECE IS ALSO EAGER TO REDUCE ITS COSTLY FUEL IMPORTS AND
THUS HAS BEEN PLACING INCREASING EMPHASIS ON THE SEARCH
FOR AND DEVELOPMENT OF LIGNITE AND PETROLEUM. GREEK
MINING OPERATORS HAVE ALSO SET AS THEIR TARGET THE
INTRODUCTION OF MORE MECHANIZED OPERATIONS USING MODERN
AND SOPHISTICATED EQUIPMENT. AS A FOLLOW-UP TO THE
SUCCESSFUL MINING TRADE MISSION WHICH VISITED GREECE IN
APRIL 1977, WE WILL ENCOURAGE GREEK MINING OFFICIALS AND
REPRESENTATIVES TO ATTEND THE INTERNATIONAL MINING SHOW
(AMERICAN MINING CONGRESS) SCHEDULED FOR OCTOBER 9-12,
1978, IN LAS VEGAS, NEVADA.

CUMULATIVE MILESTONES

DEC MAR JUNE SEPT

(2) CAMPAIGN ACTIONS 31 31 30 30

(A) PUBLICIZE THE X
INTERNATIONAL MINING SHOW
WITH THE ASSISTANCE OF ICA
AND THE NEWSLETTER
OF THE AMERICAN-HELLENIC
CHAMBER OF COMMERCE IN ATHENS.
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(B) ORGANIZE A FOREIGN BUYER PROGRAM GROUP TRIP TO LAS VEGAS, AND ELICIT INTEREST FOR PARTICIPATION IN SUCH A GROUP DURING VISITS TO LEADING MINING FIRMS.

X

(C) FOLLOW UP AND REPORT ON THE 4TH INTERNATIONAL CONGRESS FOR THE STUDY OF BAUXITES, ALUMINA AND ALUMINIUM (ICSOBA) TO BE HELD IN ATHENS OCTOBER 9-12, 1978.

X

(D) REPORT ON DEVELOPMENTS AND NEW PROJECTS IN THE MINING SECTOR.

X

(E) MAKE PERIODIC VISITS TO KEY MINING SITES IN GREECE, AND FURTHER DEVELOP EMBASSY CONTACTS WITH APPROPRIATE GREEK BANKING AND OTHER ENTITIES INVOLVED IN THE MINING SECTOR

1 2

C. CAMPAIGN NUMBER 3 - "POLLUTION CONTROL EQUIPMENT"

(1) OBJECTIVE AND RATIONALE: A GROWING PUBLIC AWARENESS OF ENVIRONMENTAL FACTORS, COUPLED WITH GREECE'S EFFORTS TO FURTHER INDUSTRIALIZE HER ECONOMY PREPARATORY TO ATTAINING FULL MEMBERSHIP IN THE EC HAVE RESULTED IN THE ENACTMENT OF STRINGENT POLLUTION CONTROL LEGISLATION. WE BELIEVE THERE WILL BE AGREATLY INCREASED DEMAND IN GREECE FOR POLLUTION CONTROL EQUIPMENT IN THE COMING YEARS AND THAT THE PROPOSED VISIT TO THE AREA BY APOLLUTION CONTROL EQUIPMENT GROUP TRAVEL MISSION FROM THE U.S. OCTOBER 25 UNCLASSIFIED

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THROUGH 27, 1978, OFFERS AN EXCELLENT OPPORTUNITY TO ARRANGE AN EFFECTIVE SEMINAR IN ATHENS AND BETTER ACQUAINT GREEKS IN THE PUBLIC AND PRIVATE SECTOR IN THE LATEST U.S. PRODUCTS AND TECHNOLOGY IN THIS FIELD.

CUMULATIVE MILESTONES

DEC MAR JUNE SEPT

(2) CAMPAIGN ACTIONS 31 31 30 30

(A) PUBLICIZE THE GROUP TRAVEL MISSION'S ARRIVAL AND OBJECTIVES THROUGH PRESS

X

RELEASES ARRANGED WITH THE
ASSISTANCE OF ICA AND THROUGH
THE NEWSLETTER OF THE AMERICAN-
HELLENIC CHAMBER OF COMMERCE
IN ATHENS. PUBLICATION TO BE
ARRANGED AT EFFECTIVE INTERVALS.
ARRANGE MEETINGS AND OTHER ACTIVITIES
FOR THE GROUP IN COORDINATION WITH
THE CONSULATE GENERAL IN THESSALONIKI.
(B) TELEPHONE AND MAKE
PERSONAL CALLS ON KEY GOVERNMENT
OFFICIALS, CHAMBERS OF COMMERCE
AND INDUSTRIALISTS WHOSE
ATTENDANCE AT THE SEMINAR IS
ESPECIALLY DESIRABLE, AND FOLLOW-
UP ON SUCH CONTACTS TO ENCOURAGE
GREEK PURCHASES OF US EQUIPMENT.
(C) PUBLICIZE X
ANTINQUINAMENTO (INTERNATIONAL
POLLUTION CONTROL FAIR) SCHEDULED
OCTOBER 31 - NOVEMBER 4, 1978
IN MILAN, AND ENCOURAGE GREEK
GOVERNMENT OFFICIALS AND BUSINESS-
MEN TO PARTICIPATE IN A GROUP TRIP
TO MILAN ARRANGED BY THE EMBASSY.

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D. CAMPAIGN NUMBER 4 - "EQUIPMENT OF THE TEXTILE INDUSTRY"
(1) OBJECTIVE AND RATIONALE: GREECE'S TEXTILE
INDUSTRY HAS BEEN ONE OF THE MOST RAPIDLY GROWING SECTORS
OF GREEK INDUSTRY. WHILE THE MARKET FOR SPINDLERS HAS BEEN
SATURATED, MARKET OPPORTUNITIES STILL EXIST FOR OPEN-END
SPINNING EQUIPMENT AND SOPHISTICATED AUTOMATED SPINNING
MACHINES. IN THE LATTER CASE, STRONG COMPETITION EXISTS
FROM SWISS AND WEST GERMAN SUPPLIERS BUT THE DOLLAR'S

DEPRECIATION RELATIVE TO THE CURRENCIES OF THESE SUPPLIERS
COULD MAKE AMERICAN PRODUCTS MORE COMPETITIVE. THE
EMBASSY, THEREFORE, WELCOMES THE VISIT TO ATHENS OF THE
TEXTILE EQUIPMENT TRADE MISSION IN DECEMBER 1978 AND
WILL RENDER ALL POSSIBLE SUPPORT.

CUMULATIVE MILESTONES

	DEC	MAR	JUNE	SEPT
(2) CAMPAIGN ACTIONS			31	31 30 30
(A) PUBLICIZE THE TEXTILE EQUIPMENT TRADE MISSION USING THE FACILITIES OF THE ICA AND THE AMERICAN-HELLENIC CHAMBER OF COMMERCE IN ATHENS.		X		
(B) ARRANGE VISITS TO LARGE TEXTILE ENTERPRISES FOR MISSION MEMBERS, AND PREPARE A SCHEDULE OF APPOINTMENTS FOR GREEK OFFICIALS AND BUSNINESSMEN WHO WISH TO MEET THE MISSION.		X		

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(C) COORDINATE WITH X
THE CONSULAT GENERAL IN THESSA-
LONIKI TO GET THE MOST MILEAGE
OUT OF THE TRADE MISSION'S
PRESENCE IN GREECE.
E. CAMPAIGN NUMBER 5 - "FOOD PROCESSING AND
PACKAGING EQUIPMENT"

(1) OBJECTIVE AND RATIONALE: ON THE BASIS OF
RECENT MARKET SURVEYS WE ANTICIPATE AN INCREASED DEMAND
OVER THE NEXT FEW YEARS FOR FRUIT PROCESSING EQUIPMENT,
DAIRY PROCESSING AND PACKAGING MACHINES, CONFECTIONARY
MACHINES, FOOD PACKAGING MACHINERY AND OTHER TECHNOLOGICALLY
ADVANCED MACHINERY IN THIS FIELD. THE PROPOSED VISIT IN
OCTOBER 1979 OF A FOOD PROCESSING AND PACKAGING EQUIPMENT
TRADE MISSION WOULD BE BOTH TIMELY AND USEFUL FOR
ENCOURAGING THE SALE OF SUCH U.S. MACHINERY AND TECHNOLOGY.

CUMULATIVE MILESTONES

	DEC	MAR	JUNE	SEPT
(2) CAMPAIGN ACTIONS			31	31 30 30
(A) INDEX 78 CATALOGUE EXHIBIT ON PACKAGIN.		X		
(B) MAKE PERIODIC VISITS TO LEADING PACKAGING PLANTS TO DETERMINE THE NATURE OF THEIR NEEDS FOR MACHINERY AND EQUIPMENT.		X	X	
(C) PUBLICIZE THE FOOD PROCESSING AND PACKAGING MISSION'S ARRIVAL AND OBJECTIVES USING THE FACILITIES OF ICA AND THE AMERICAN		X	X	

HELLENIC CHAMBER OF COMMERCE.

(D) CALL ON MINISTRY OF X
AGRICULTURE OFFICIALS AND AGRICULTURAL
BANK REPRESENTATIVES TO EXPLAIN THE
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OBJECTIVE OF THE FPP TRADE MISSION.

(E) COORDINATE ACTIVITIES X X
OF THE TRADE MISSION WITH THE CONSULATE
GENERAL IN THESSALONIKI.

(F) PUBLICIZE THE "MACROPAK" X
EXHIBIT IN UTRECHT, THE NETHERLANDS,
SCHEDULED FOR MAY 14, 1979 AND
ARRANGE GROUP TRAVEL FOR GREEK
OFFICIALS AND BUSINESSMEN WHO
EXPRESS AN INTEREST IN THE EVENT.
F. CAMPAIGN NUMBER 6 - "AVIATION AND AVIONICS
EQUIPMENT"

(1) OBJECTIVE AND RATIONALE: THE U.S. ENJOYS
A LEADERSHIP POSITION IN THIS MARKET BUT WE BELIEVE A CONTINUED
CAMPAIGN IS REQUIRED IF WE ARE TO SUSTAIN OUR MARKET SHARE.
EUROPEAN COMPETITION, SPECIFICALLY THE A-300 "AIRBUS,"
HAS INCREASED IN INTENSITY AND A CONCERTED EFFORT WILL BE
REQUIRED TO STEM THE INROADS MADE IN WHAT FOR MANY
YEARS HAS BEEN THE ALMOST EXCLUSIVE PRESERVE OF THE
AMERICAN AVIATION INDUSTRY.

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CUMULATIVE MILESTONES
DEC MAR JUNE SEPT

(2) CAMPAIGN ACTIONS 31 31 30 30
(A) PUBLICIZE AND X X
ARRANGE A GREEK BUYERS GROUP
TRIP TO PARIS, AND OFFER GENERAL
SUPPORT TO THE U.S. PAVILION AT
THE PARIS AIR SHOW IN JUNE 1979.
(B) MAINTAIN CLOSE 2 4 6 8
CONTACT WITH GREEK CIVIL AIR
AUTHORITIES THROUGH PERIODIC
PERSONAL VISITS.

4. SECTION IV - OTHER SPECIAL POST EFFORTS

A. ACTIVITY NUMBER 1. - "THESSALONIKI INTERNATIONAL
TRADE FAIR"

(1) DESCRIPTION/JUSTIFICATION - THE THESSALONIKI
INTERNATIONAL TRADE FAIR SCHEDULED FOR SEPTEMBER 1979 IS
THE LARGEST AND MOST INTERNATIONALLY KNOWN FAIR ORGANIZED
BY THE GREEK GOVERNMENT. THE UNITED STATES HAS
TRADITIONALLY BEEN A LEADING PARTICIPANT AND OUR EXHIBITION
HAS LONG BEEN A MAJOR ATTRACTION. WE LAST PARTICIPATED IN
1977 AND SUBSEQUENTLY ANNOUNCED OUR INTENTION TO PARTICIPATE
IN 1979. OVERALL U.S. INTERESTS IN GREECE, COUPLED WITH OUR
DESIRE TO INCREASE OUR COMMERCIAL ACTIVITIES AND IMAGE IN
THE EASTERN MEDITERRANEAN MAKE IT IMPERATIVE THAT WE
PLAN EARLY AND ARRANGE SUITABLE WASHINGTON FUNDING FOR AN
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EFFECTIVE EXHIBIT IN 1979. THE FAIR AUTHORITIES ARE
RESTRUCTURING THIS EVENT TO MAKE IT MORE RESPONSIVE TO THE
COMMERCIAL INTERESTS OF GREECE AND FOREIGN PARTICIPANTS.
AT THE SAME TIME, AMPLE OPPORTUNITY WILL BE AFFORDED FOR US,
IN COOPERATION WITH ICA, TO PROJECT THE U.S. IMAGE AS A LEADING
INDUSTRIAL AND COMMERCIAL POWER BACKING THE EXPORT OF
AMERICAN PRODUCTS NOT ONLY TO GREECE BUT TO THE MIDDLE
EAST FROM WHICH AREA WE HAVE NOTED INCREASING ATTENDANCE
BY BUSINESSMEN AND OTHER REPRESENTATIVES AT THE
THESSALONIKI FAIR.

(2) ACTIONS TO BE TAKEN:

(A) A DECISION TO PARTICIPATE IN THE THESSALONIKI
FAIR, INCLUDING THE FIRM ALLOCATION OF ADEQUATE FUNDING FROM
WASHINGTON AGENCIES, MUST BE REACHED BY THE END OF
NOVEMBER 1978.

(B) AN APPROPRIATE THEME FOR THE AMERICAN
EXHIBIT MUST BE DETERMINED BY DECEMBER 1978 SO THAT PLANS
CAN MOVE AHEAD FOR ARRANGING ICA COOPERATION AND AMERICAN
BUSINESS PARTICIPATION. SINCE THE MODERNIZATION AND
RESTRUCTURING OF AGRICULTURE WILL BECOME INCREASINGLY
IMPORTANT AS GREECE APPROACHES FULL MEMBERSHIP IN THE
EC, WE BELIEVE U.S. AGRICULTURAL MACHINERY AND
METHODOLOGY WOULD BE A GOOD ACTIVITY TO HIGHLIGHT DURING

OUR 1979 EXHIBIT.

(C) COORDINATE PLANNING FOR THE THESSALONIKI
FAIR WITH THE AMERICAN-HELLENIC CHAMBER OF COMMERCE,
AND WITH THE CONSULATE GENERAL IN THESSALONIKI.

B. ACTIVITY NUMBER 2 - "PLASTICS INDUSTRY TRADE
MISSION TO THESSALONIKI"

(1) DESCRIPTION/JUSTIFICATION - GREECE IS A
CONSUMER ORIENTED SOCIETY WITH AN EVER GROWING DEMAND
FOR THE DIVERSE PRODUCES OF THE PLASTICS INDUSTRY. WHILE
AMERICAN FIRMS CAN EXPECT KEEN COMPETITION FROM FOREIGN
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SUPPLIERS AS WELL AS GREEK DOMESTIC PRODUCERS OF PLASTICS,
WE FEEL THERE IS A STRONG POTENTIAL MARKET FOR U.S. GOODS.
WHILE THE ARRANGMENTS FOR THIS MISSION WILL BE HANDLED
BY THE CONGEN THESSALONIKI, THE EMBASSY, WILL SUPPORT
THE TRADE MISSION'S VISIT WHICH IS SCHEDULED FOR OCTOBER
30 - 31, 1978.

(2) ACTIONS TO BE TAKEN: (CONGEN THESSALONIKI
AND EMBASY ATHENS)

(A) PUBLICIZE THE TRADE MISSION'S VISIT UNING
ICA FACILITIES AS WELL AS THOSE OF THE AMERICAN-HELLENIC
CHAMBER OF COMMERCE.

(B) ARRANGE PERSONAL CONTACT WITH LEADING
GREEK BUSINESS AND GOVERNMENT OFFICIALS INTERESTED IN THE
PLASTICS INDUSTRY BOTH IN THESSALONIKI, AND IN THE ATHENS/
PIRAEUS REGION.

(C) PREPARE APPROPRIATE MAILING LISTS
CONTAINING THE NAME OF PROMINENT PLASTICS MACHINERY.

(D) ORGANIZE A GROUP VISIT TO THESSALONIKI
BY APPRPRIATE OFFICIALS AND BUSINESSSMEN FROM THE
ATHENS/PIRAEUS AREA.

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C. ACTIVITY NUMBER 3 - " INDEX 78 CATALOGUE SHOW OF
PACKAGING MACHINERY", ATHENS, NOVEMBER 1978

(1) DESCRIPTION/JUSTIFICATION - WE NOTE A GROWING
DEMAND IN GREECE FOR PACKAGING MACHINERY, PARTICULARLY
IN LIGHT OF GREEK EFFORTS TO INCREASE EXPORTS TO WEST
EUROPE AND THE MIDDLE EAST IN PARTICULAR. WE BELIEVE THE
TIME IS RIGHT TO EXPOSE GREEK OFFICIALS AND BUSINESSMEN TO
THE WIDE RANGE AND QUALITY OF AMERICAN PACKAGING MACHINERY.
THIS CAN BE DONE EFFECTIVELY AND ECONOMICALLY THROUGH A
CATALOGUE SHOW AT INDEX SCHEDULED FOR NOVEMBER 13-19, 1978.

(2) ACTIONS TO BE TAKEN:

(A) PREPARE A SHORT MARKET REPORT ON PACKAGING
MCHINERY BY MID-APRIL 1978.

(B) PREPARE A BROCHURE IN EARLY
OCTOBER 1978 LISTING THE AMERICAN FIRMS PARTICIPATING IN THE
CATALOGUE SHOW AND GIVING INFORMATION ON THEIR PRODUCTS.

(C) LIST THE GREEK FIRMS THAT WOULD HAVE AN
INTEREST IN RECEIVING SUCH A BROCHURE AND ARRANGE FOR
DELIVERY BY LATE OCTOBER.

(D) CONTACT LEADING GREEK FIRMS BY PHONE
AND THROUGH PERSONAL VISITS WHERE POSSIBLE TO DESCRIBE
U.S. PARTICIPATION IN THE SHOW.

(E) UNDERTAKE THE ORGANIZATION OF THE
CATALOGUE SHOW BEGINNING NOVEMBER 6 AND THEN MAN THE
BOOTH NOVEMBER 13-19, 1978.

(F) PROVIDE PARTICIPATING U.S. FIRMS WITH
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THE NAMES OF GREEK FIRMS EXPRESSING INTEREST IN THEIR
PRODUCTS, AND PREPARE TRADE OPPORTUNITY REPORTS WHICH
EMERGE FROM THE CATALOGUE SHOW.

D. ACTIVITY NUMBER 4 - "SUPPORT FOR FOREIGN BUYER
PROGRAM"

(1) DESCRIPTION/JUSTIFICATION - THE POST WILL
SUPPORT FOREIGN BUYER PROGRAM EXHIBITIONS LISTED UNDER
INDIVIDUAL CAMPAIGNS AND OTHER SPECIAL POST EFFORTS.
THESE ARE:

(A) INTERNATIONAL MINING SHOW (AMERICAN
MINING CONGRESS), LAS VEGAS, NEVADA - OCTOBER 9-12, 1978

(B) NATIONAL PACKAGING WEEK EXPO AND
ASSEMBLY, CHICAGO, ILL. - OCTOBER 30 - NOVEMBER 3, 1978

(C) NATIONAL PLASTICS EXPO, CHICAGO, ILL. -
JUNE 18-22, 1979.

ALSO THE FOLLOWING TENTATIVE SHOWS IF CONFIRMED:

(D) NATIONAL SPORTING GOODS ASSOC. (NSGA)

SHOW, CHICAGO, ILL. - FEBRUARY 8-11, 1979

(E) INTELCOM '79(WORLD TELECOMMUNICATIONS)

DALLAS, TEXAS - FEBRUARY 25 - MARCH 2, 1979

(F) NATIONAL COMPUTER CONFERENCE (NCC-79)

AND SHOW, NEW YORK, N.Y. - JUNE 4-7, 1979

(2) ACTIONS TO BE TAKEN:

(A) IN COORDINATION WITH THE CONSULATE GENERAL IN THESSALONIKI, SUPPORT AND PROMOTE THE ABOVE LISTED FOREIGN BUYER PROGRAM SPONSORED EXHIBITIONS TO BE HELD IN THE U.S. PUBLICIZE THE EXHIBITIONS WITH THE COOPERATION OF ICA AND THE AMERICAN-HELLENIC CHAMBER OF COMMERCE IN ATHENS.

(B) CONTACT TRAVEL AGENTS, TOUR OPERATORS, PROFESSIONAL AND TRADE ASSOCIATIONS TO GENERATE INTEREST IN PROMOTING ATTENDANCE AT THE ABOVE SHOWS FOR THE PURPOSE OF ORGANIZING GROUP TRAVEL TO THESE EVENTS.

(C) SUPPORT SELECTED U.S. TRADE CENTER SHOWS

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AND U.S. DEPARTMENT OF COMMERCE SPONSORED TRADE PROMOTIONS EVENTS IN EUROPE.

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Message Attributes

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Review Exemptions: n/a
Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2898420
Secure: OPEN
Status: NATIVE
Subject: FY1979 COUNTRY COMMERCIAL PROGRAM (CCP) FOR GREECE
TAGS: BEXP, GR
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/e34e79aa-c288-dd11-92da-001cc4696bcc
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